



U.S. ARMY

An Army of

Proud to Be Here, Proud to Serve

U.S. Army Recruiting Command



***USAREC's Strategy for Transformation
Presented To***

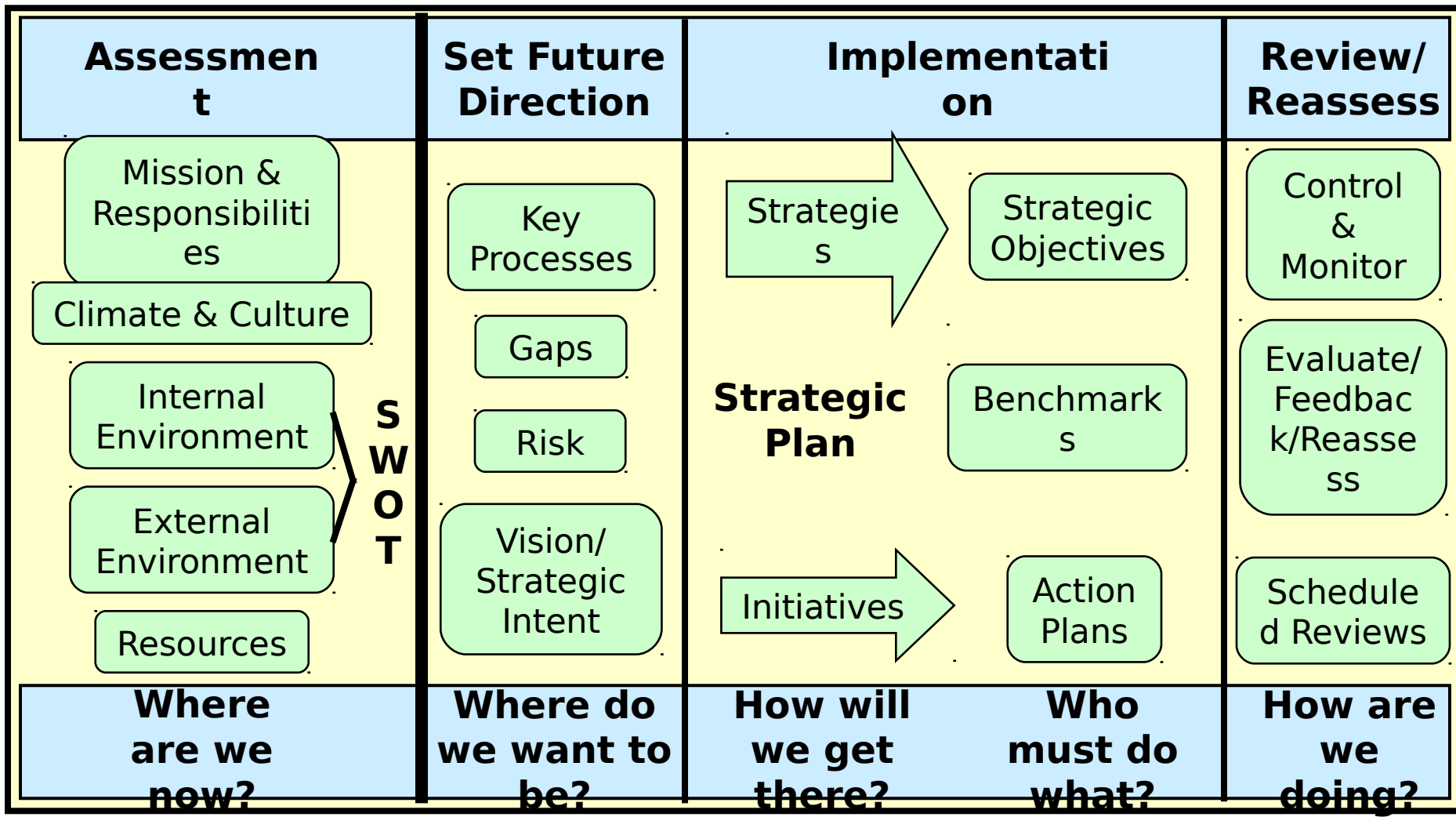
Recruiting Research Consortium

Strategic Management Division

On Point for the Army



Strategic Management Model

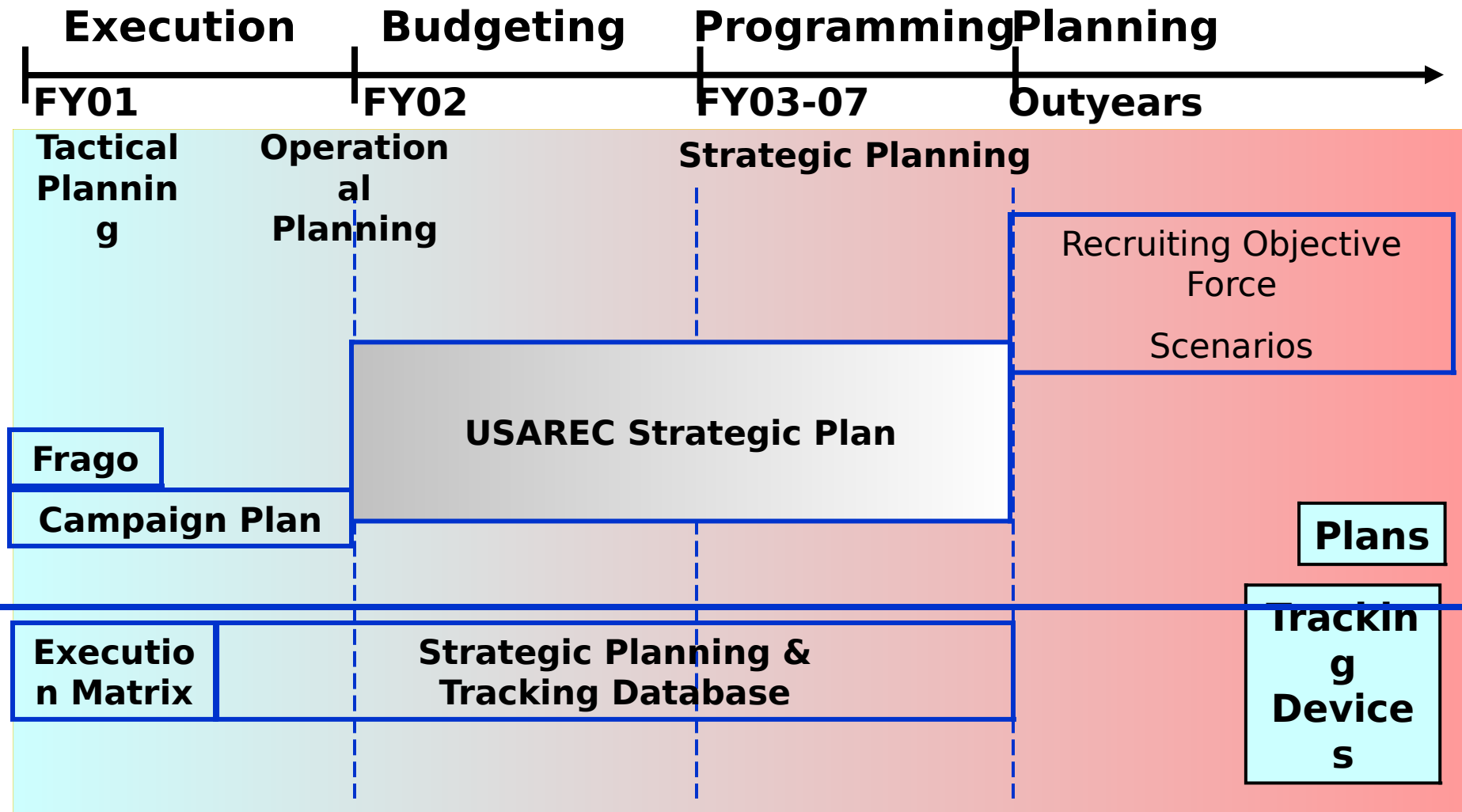


Futures
Filter





USAREC Planning System





U.S. ARMY

An Army of

Proud to Be Here, Proud to Serve

Framework Layers



On Point for the Army



USAREC Vision

**The World's Best Military Recruiting Force:
Providing the Strength of a Transformed Army
-- Today and in the Future --
Consistently Achieving Mission and Inspiring
Americans
to Proudly Support and Serve their Nation**

**A Values-Based Organization, USAREC Leads the
World
in Military Recruiting with Competitive Products,
Superior Research, State-of-the-Art Systems and
Cutting-Edge Marketing Strategy**





U.S. ARMY

USAREC Mission

**Recruit with integrity high-quality
men and women to meet Army
mission requirements, while caring for
all members of the command.**

Measures of Achievement

**Annually, meet or exceed the standards set
by DA for:**

RA Accessions

RA Quality Marks

USAR Accessions

USAR Quality Marks

AMEDD Accessions by Category

Establish Monitoring System for Command

On Point for the Army

Establish Monitoring System for Command



Strategic Objectives

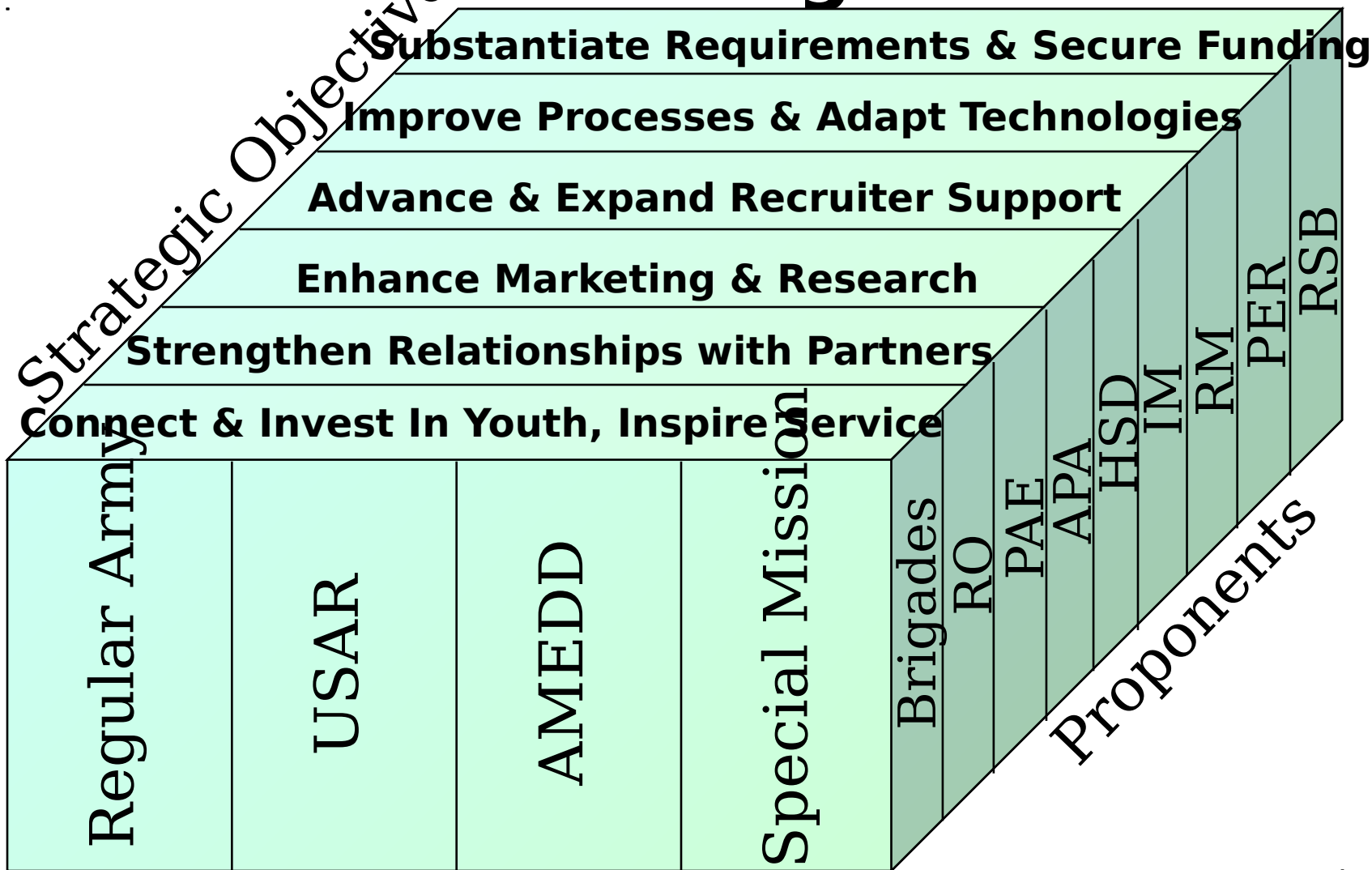
- ✱ **Connect** With & **Invest** In America's Youth to **Inspire** Service In the Army
- ✱ **Strengthen** Relationships and **Capitalize** on the Use of Partners in Recruiting to **Promote** America's Understanding of its Army
- ✱ **Enhance** USAREC's Marketing, Communications, and Research Programs to **Achieve** Long-Term Recruiting Success
- ✱ **Advance** & **Expand** Recruiter Support to Continually **Increase** Recruiter Effectiveness
- ✱ **Improve** Recruiting Processes and **Adapt** State-of-the-Art Technologies to **Revolutionize** the Recruiting System
- ✱ **Substantiate** Credible, Accurate, and Valid Resource Requirements to Consistently **Secure** Full Funding





U.S. ARMY

USAREC Planning Structure



Mission Areas